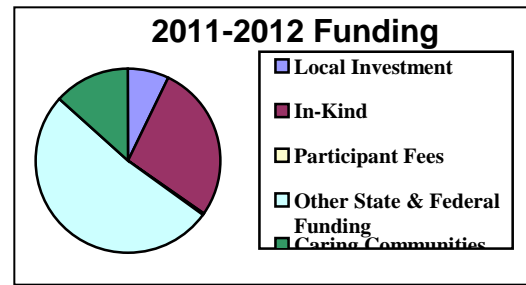
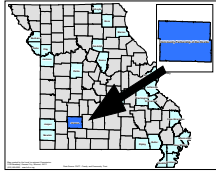


# Community Partnership of the Ozarks, Inc.

Established: 1995



FY12 Result Achievement: STOP Underage Drinking Program -- Healthy Children and Families

December 2012

## Community Profile:

Community Partnership of the Ozarks is located in the City of Springfield. Although the city's population currently stands at 151,823, its economic impact influences 27 counties and over 936,000 individuals. While the City of Springfield and Greene County serve as the geographic base of our service area, our programming efforts reach 20 other counties in Southwest Missouri.

Community Partnership of the Ozarks is governed by a 33-member Board of Directors, which is comprised of representatives from local government, the faith and education community, local businesses, civic organizations, the media, and other non-profit organizations. We also have the Ozarks Fighting Back Advisory Board, which oversees our alcohol, drug and tobacco prevention services, and a talented and committed staff and volunteers that work to facilitate and implement our tremendous diversity of programming and collaborative efforts.

## Major Collaborative Accomplishment:

In 2008, more than 48% of 6-12 grade students in Greene County reported that they had drunk alcohol in their lifetime. Furthermore, almost 22% of those same students shared that they had currently drunk alcohol (past month use). The Sober Truth On Preventing Underage Drinking Program (STOP) is our response to help reduce community norms favorable towards underage drinking, increase awareness of the risks of underage drinking, and ultimately decrease the prevalence of underage drinking in Greene County.

What began as a federal Substance Abuse and Mental Health Services Administration (SAMHSA) grant to Community Partnership has become a program that has been institutionalized in underage drinking prevention efforts in Greene County and are now expanding throughout our 21-county service area.

The goal of our STOP program was to prevent and reduce alcohol use among youth age 12-20 in Greene County through a variety of strategies, including:

- perpetuating a Minor Awareness Program for first-time minor offenders with an alcohol violation
- working with landlords to discourage underage drinking on their properties
- conducting a community awareness campaign
- coordinating training for alcohol retailers
- coordinating compliance checks
- enhancing underage drinking-related policies

A comprehensive evaluation plan was designed and implemented to determine the effectiveness of individual strategies and the overall program.

For the Minor Awareness Program (MAP), a post-survey was completed by each of the 2,143 participants. Analysis of those surveys indicated that 94% of the minors completing the class were more aware of the legal consequences and potential impact that underage drinking could have on their future career choices; 91% also reported they were less likely to engage in risky drinking behaviors following the class. This data was supported by law enforcement reports of less than 5% recidivism for alcohol offenses among those minors completing MAP.

Training was provided to more than 250 landlords on responsible practices and risks related to underage drinking on their properties. The MSU Center for Social Science and Public Policy Research (CSSPPR) conducted an external evaluation of this and other strategies. Their evaluation results indicated that 83% of landlords participating in the training were more likely to adopt underage drinking-related policies and 85% were more likely to enforce underage drinking-related laws on their properties.

Our community awareness campaign consisted of more than 50 print ads placed with local media, 60,000+ educational postcards mailed to parents of middle and high school students, and over 60 presentations on underage drinking provided to schools, service organizations, and businesses in the county. CSSPPR conducted a phone survey of Greene County residents to evaluate this campaign, with results indicating that most respondents were:

- aware of legal consequences for providing alcohol to minors
- unwilling to allow minors to drink in their homes
- intolerant of underage drinking

Also, a larger percentage had heard of Community Partnership than had been reported in any previous phone surveys conducted for the organization. As a result of these findings, CSSPPR deemed the community awareness campaign as effective.

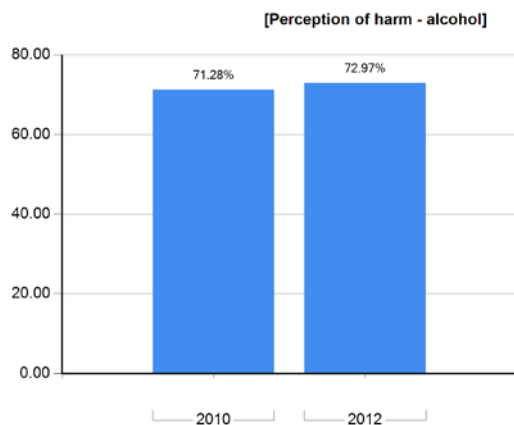
Almost 950 alcohol retailer employees in Greene County completed our Responsible Beverage Service training. Analysis of pre-post surveys indicated a 10.5% increase in awareness of Missouri alcohol sales laws (88.5% pre/100% post), and a 32% increase in awareness of how to identify a

fake or false ID (67% pre/99% post). This awareness increase correlated with improvements during FY2012 of retailers passing alcohol compliance checks conducted by law enforcement. More than 250 compliance checks were conducted. Compliance rates earlier in the year were as low as 55% compliance (indicated 45% of checks were failed due to the employee selling alcohol to the minor.) While more employees attended our Responsible Beverage Service trainings, compliance rates also began improving. By June 2012, compliance rates ranged between 93-98% for each round of checks conducted, and those results have since remained stable. Overall compliance for the year for alcohol retailers in Greene County was 81.5%.

Finally, we helped several of our collaborative partners enhance their underage drinking-related policies. We assisted the Hospitality Resource Panel (a group of downtown Springfield businesses) in establishing a responsible beverage service focus for alcohol retailers, including mentoring between businesses, enhanced training, and including mandatory server training as one of their priorities, which could lead to a future local ordinance. MSU hired a full-time substance abuse specialist, the first ever for their campus, and they also increased the fees assessed for alcohol-related offenses by students. Drury University provided responsible beverage service training to fraternities and sororities, and established a Sober Squad program for all alcohol-involved events on campus (Drury is a wet campus). Finally, Evangel University increased its fees for alcohol-related offenses by students and used those fees to fund student-coordinated late night alternative activities on campus.

Even though individual strategy evaluation results are promising, 2012 Missouri School Survey (MSS) results indicated the greatest support for these and other underage drinking prevention efforts in Greene County.

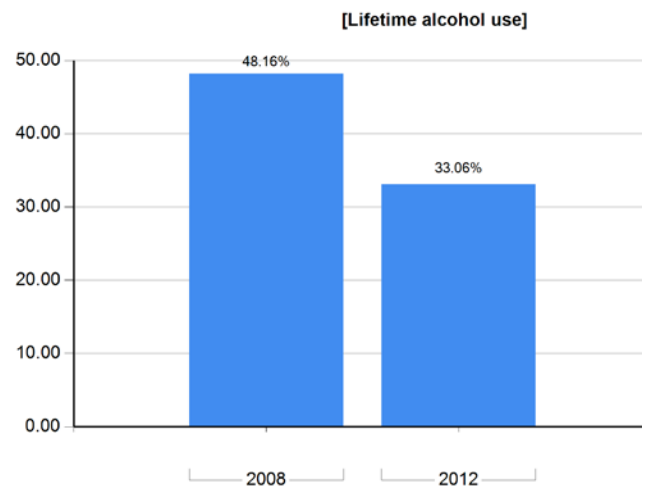
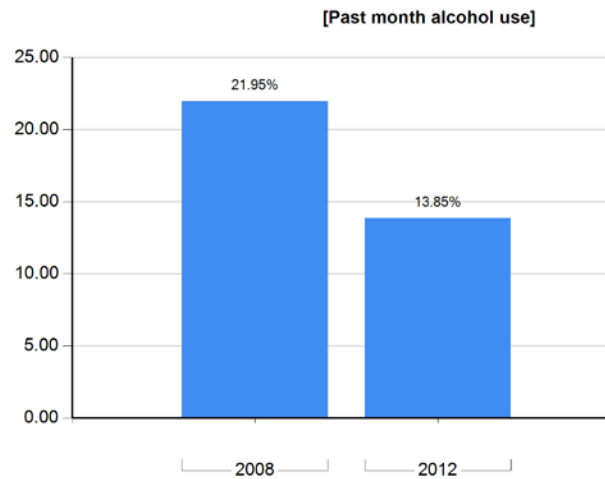
While most areas of the state and country have seen a decrease in recent years in students perception of harm related to alcohol use, Greene County students' perception of harm actually increased from 2010 to 2012.



This increase in perception of harm among youth correlates to the various awareness and enforcement efforts conducted throughout the STOP program.

While knowledge and attitude changes are important first steps to impacting underage drinking in Greene County, behavior changes are the ultimate goal. With that in mind, MSS results were analyzed and indicated two significant changes in youth underage drinking behaviors.

Both past month and lifetime use of alcohol decreased significantly among Greene County youth from 2008 to 2012, as indicated by the following MSS indicators.



None of these changes could have occurred without the collaborative support and involvement from the following partners, who provided more than \$140,000 match for this campaign:

### Collaborative Partners:

- Springfield Public Schools
- City of Springfield
- Safety Council of the Ozarks
- Alternatives Counseling
- DWI Task Force
- Hospitality Resource Panel
- Underage Drinking Task Force
- Springfield Police Department
- Greene Co. Sheriff's Office
- Springfield Municipal Court
- Greene County Prosecutor's Office
- Missouri Division of Alcohol & Drug Abuse
- Substance Abuse & Mental Health Services Administration
- Missouri State University
- Drury University
- Evangel University
- Local Landlords
- Local Alcohol Retailers
- ACT Missouri
- CSSPPR